

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 9, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	36.3	26,460
2	LAVERNE AND SHIRLEY	30.3	22,090
3	THREE'S COMPANY	29.2	21,290
4	HAPPY DAYS	27.3	19,900
5	CHER...SPECIAL(S)	26.8	19,540
6	M*A*S*H	26.4	19,250
7	CBS: ON THE AIR-THU.(S)	25.2	18,370
8	CAROL BURNETT SPECIAL(S)	25.0	18,230
9	FAMILY UPSIDE DOWN(S)	24.7	18,010
10	SOAP#	24.7	18,010
11	CBS: ON THE AIR-MON.(S)	24.5	17,860
12	ONE DAY AT A TIME	24.3	17,710
13	CBS: ON THE AIR-TUE.(S)	24.1	17,570
14	60 MINUTES	23.4	17,060
15	HAWAII FIVE-O#	23.2	16,910
16	PROJECT U.F.O.	22.9	16,690
17	CBS: ON THE AIR-WED.(S)	22.8	16,620
18	AMAZING SPIDER-MAN#	22.5	16,400
19	HARVEY KORMAN SHOW#	22.5	16,400
20	ALICE	22.0	16,040
21	CHARLIE'S ANGELS	21.6	15,750
22	ALL IN THE FAMILY	21.5	15,670
23	LITTLE HOUSE-PRAIRIE	21.4	15,600

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	23.8	48,510
2	LAVERNE AND SHIRLEY	22.7	46,340
3	HAPPY DAYS	21.3	43,390
4	THREE'S COMPANY	21.0	42,810
5	M*A*S*H	18.9	38,620
6	CHER...SPECIAL(S)	17.9	36,440
7	PROJECT U.F.O.	17.8	36,400
8	AMAZING SPIDER-MAN#	17.6	35,930
9	FAMILY UPSIDE DOWN(S)	17.4	35,540
10	CAROL BURNETT SPECIAL(S)	17.4	35,520
11	HOW THE WEST WAS WON#	17.4	35,430
12	SOAP#	17.4	35,410
13	LUCAN#	17.1	34,960
14	CBS: ON THE AIR-THU.(S)	16.8	34,260
15	ONE DAY AT A TIME	16.2	33,110
16	CBS: ON THE AIR-MON.(S)	15.8	32,270
17	LOVE BOAT	15.7	31,970
18	INCREDIBLE HULK	15.4	31,430
19	LITTLE HOUSE-PRAIRIE	14.9	30,410
20	HAWAII FIVE-O#	14.9	30,380
21	CHIPS	14.7	30,060

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	33.4	25,720
2	FAMILY UPSIDE DOWN(S)	23.9	18,410
3	THREE'S COMPANY	23.2	17,900
4	CHER...SPECIAL(S)	23.0	17,700
5	M*A*S*H	22.3	17,150
6	CBS: ON THE AIR-THU.(S)	21.9	16,910
7	LAVERNE AND SHIRLEY	21.9	16,860
8	CAROL BURNETT SPECIAL(S)	21.8	16,810
9	CBS: ON THE AIR-MON.(S)	21.8	16,800
10	HAPPY DAYS	20.9	16,110
11	ONE DAY AT A TIME	19.7	15,200
12	CBS: ON THE AIR-TUE.(S)	19.6	15,090
13	SOAP#	19.6	15,080
14	WALTONS	19.3	14,860
15	HAWAII FIVE-O#	19.0	14,630
16	60 MINUTES	18.4	14,150
17	CBS: ON THE AIR-WED.(S)	18.2	14,040
18	BARBARA WALTERS SPECIAL(S)	18.2	14,010
19	LITTLE HOUSE-PRAIRIE	17.9	13,820
20	HARVEY KORMAN SHOW#	17.9	13,770
21	ALICE	17.7	13,630
22	ALL IN THE FAMILY	17.4	13,400
23	HOW THE WEST WAS WON#	17.0	13,070
24	CAPTAIN AND TENNILE(S)	16.7	12,900

CONT'D

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	22.3	15,460
2	60 MINUTES	18.7	12,950
3	PROJECT U.F.O.	18.4	12,740
4	ABC SUNDAY NIGHT MOVIE	17.8	12,350
5	M*A*S*H	17.8	12,340
6	THREE'S COMPANY	17.7	12,270
7	CAROL BURNETT SPECIAL(S)	17.5	12,100
8	LAVERNE AND SHIRLEY	17.4	12,030
9	HOW THE WEST WAS WON#	17.3	11,980
10	CBS: ON THE AIR-THU.(S)	17.2	11,910
11	NCAA BASKETBALL CHAMP.(S)	17.1	11,870
12	FAMILY UPSIDE DOWN(S)	16.5	11,410
13	ONE DAY AT A TIME	15.8	10,960
14	CHER...SPECIAL(S)	15.7	10,880
15	SOAP#	15.7	10,840
16	CBS TUESDAY NIGHT MOVIES#	15.6	10,820
17	CBS: ON THE AIR-MON.(S)	15.6	10,800
18	HAWAII FIVE-O#	15.3	10,620
19	LUCAN#	15.3	10,610
20	CBS: ON THE AIR-WED.(S)	15.3	10,560
21	NBC SATURDAY NIGHT MOVIES	15.2	10,510
22	HAPPY DAYS	15.0	10,390
23	BLACK SHEEP SQUADRON	14.6	10,090

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 9, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	LUCAN#	16.7	12,860
26	THE ALPHAS	16.0	12,700
27	THE ALPHAS	15.0	12,000
28	THE ALPHAS	14.0	11,000
29	THE ALPHAS	13.0	10,000
30	THE ALPHAS	12.0	9,000
31	THE ALPHAS	11.0	8,000
32	THE ALPHAS	10.0	7,000
33	THE ALPHAS	9.0	6,000
34	THE ALPHAS	8.0	5,000
35	THE ALPHAS	7.0	4,000
36	THE ALPHAS	6.0	3,000
37	THE ALPHAS	5.0	2,000
38	THE ALPHAS	4.0	1,000
39	THE ALPHAS	3.0	1,000
40	THE ALPHAS	2.0	1,000
41	THE ALPHAS	1.0	1,000
42	THE ALPHAS	1.0	1,000
43	THE ALPHAS	1.0	1,000
44	THE ALPHAS	1.0	1,000
45	THE ALPHAS	1.0	1,000
46	THE ALPHAS	1.0	1,000
47	THE ALPHAS	1.0	1,000
48	THE ALPHAS	1.0	1,000
49	THE ALPHAS	1.0	1,000
50	THE ALPHAS	1.0	1,000

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THE ALPHAS	16.0	12,700
2	THE ALPHAS	15.0	12,000
3	THE ALPHAS	14.0	11,000
4	THE ALPHAS	13.0	10,000
5	THE ALPHAS	12.0	9,000
6	THE ALPHAS	11.0	8,000
7	THE ALPHAS	10.0	7,000
8	THE ALPHAS	9.0	6,000
9	THE ALPHAS	8.0	5,000
10	THE ALPHAS	7.0	4,000
11	THE ALPHAS	6.0	3,000
12	THE ALPHAS	5.0	2,000
13	THE ALPHAS	4.0	1,000
14	THE ALPHAS	3.0	1,000
15	THE ALPHAS	2.0	1,000
16	THE ALPHAS	1.0	1,000
17	THE ALPHAS	1.0	1,000
18	THE ALPHAS	1.0	1,000
19	THE ALPHAS	1.0	1,000
20	THE ALPHAS	1.0	1,000
21	THE ALPHAS	1.0	1,000
22	THE ALPHAS	1.0	1,000
23	THE ALPHAS	1.0	1,000
24	THE ALPHAS	1.0	1,000
25	THE ALPHAS	1.0	1,000

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	37.2	17,790
2	CHER...SPECIAL(S)	26.2	12,520
3	THREE'S COMPANY	25.6	12,220
4	SOAP#	23.8	11,350
5	LAVERNE AND SHIRLEY	23.3	11,120
6	HAPPY DAYS	23.3	11,110
7	M*A*S*H	21.9	10,470
8	FAMILY UPSIDE DOWN(S)	21.3	10,180
9	CBS: ON THE AIR-MON.(S)	19.7	9,420
10	JULIE FARR, M.D.#	19.5	9,310
11	HARVEY KORMAN SHOW#	18.8	8,990
12	CAROL BURNETT SPECIAL(S)	18.8	8,960
13	ONE DAY AT A TIME	18.7	8,920
14	CAPTAIN AND TENNILE(S)	17.8	8,490
15	LUCAN#	17.6	8,430
16	CBS: ON THE AIR-THU.(S)	17.3	8,280
17	HOW THE WEST WAS WON#	17.2	8,220
18	ALICE	17.1	8,190
19	LOVE BOAT	17.0	8,130
20	YOUNG PIONEERS	17.0	8,120
21	ABC MONDAY NIGHT MOVIE#	17.0	8,110
22	BARBARA WALTERS SPECIAL(S)	16.9	8,060
23	CBS WEDNESDAY NIGHT MOVIE#	16.8	8,040

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WALTONS	31.1	7,220
2	CBS: ON THE AIR-THU.(S)	30.0	6,960
3	FAMILY UPSIDE DOWN(S)	27.3	6,330
4	50TH ANNUAL ACADEMY AWARD(S)	27.1	6,290
5	CAROL BURNETT SPECIAL(S)	27.0	6,250
6	60 MINUTES	25.6	5,940
7	CBS: ON THE AIR-MON.(S)	24.9	5,780
8	LIFE-TIMES-GRIZZLY ADAMS	24.5	5,670
9	CBS: ON THE AIR-TUE.(S)	24.1	5,590
10	HAWAII FIVE-O#	23.9	5,550
11	LITTLE HOUSE-PRAIRIE	23.8	5,520
12	CBS: ON THE AIR-SAT.(S)	23.5	5,440
13	RHODA	22.9	5,310
14	M*A*S*H	22.7	5,270
15	CBS: ON THE AIR-FRI.(S)	22.0	5,100
16	ONE DAY AT A TIME	21.5	4,980
17	CBS: ON THE AIR-WED.(S)	21.3	4,940
18	WRLDS LARGEST-CNTRY MUSIC(S)	21.3	4,930
19	BOB NEWHART SHOW#	21.2	4,920
20	PAT BOONE AND FAMILY(S)	21.0	4,880
21	MITZI-WHATS HOT,WHATS NOT(S)	21.0	4,860
22	ON OUR OWN	20.7	4,810
23	ALL IN THE FAMILY SPECIAL(S)	20.5	4,760
24	BARBARA WALTERS SPECIAL(S)	19.8	4,600

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 9, 1978
NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ONE DAY AT A TIME	11.3	8,100
2	THE DUFFY	11.3	8,100
3	THE DUFFY	11.3	8,100
4	THE DUFFY	11.3	8,100
5	THE DUFFY	11.3	8,100
6	THE DUFFY	11.3	8,100
7	THE DUFFY	11.3	8,100
8	THE DUFFY	11.3	8,100
9	THE DUFFY	11.3	8,100
10	THE DUFFY	11.3	8,100
11	THE DUFFY	11.3	8,100
12	THE DUFFY	11.3	8,100
13	THE DUFFY	11.3	8,100
14	THE DUFFY	11.3	8,100
15	THE DUFFY	11.3	8,100
16	THE DUFFY	11.3	8,100
17	THE DUFFY	11.3	8,100
18	THE DUFFY	11.3	8,100
19	THE DUFFY	11.3	8,100
20	THE DUFFY	11.3	8,100

WOMEN 18-49

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	19.4	4,500
2	ALL IN THE FAMILY	18.5	4,280
3	ALICE	18.2	4,230
4	CHER...SPECIAL(S)	18.2	4,230
5	CBS EVENING NEWS-CRONKITE	17.6	4,090
6	THREE'S COMPANY	17.6	4,070
7	THE DUFFY	11.3	8,100
8	THE DUFFY	11.3	8,100
9	THE DUFFY	11.3	8,100
10	THE DUFFY	11.3	8,100
11	THE DUFFY	11.3	8,100
12	THE DUFFY	11.3	8,100
13	THE DUFFY	11.3	8,100
14	THE DUFFY	11.3	8,100
15	THE DUFFY	11.3	8,100
16	THE DUFFY	11.3	8,100
17	THE DUFFY	11.3	8,100
18	THE DUFFY	11.3	8,100
19	THE DUFFY	11.3	8,100
20	THE DUFFY	11.3	8,100

WOMEN 55+

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	21.6	9,820
2	PROJECT U.F.O.	20.3	9,190
3	ABC SUNDAY NIGHT MOVIE	20.1	9,100
4	THREE'S COMPANY	20.0	9,080
5	SOAP#	19.1	8,650
6	NCAA BASKETBALL CHAMP(S)	17.9	8,140
7	LAVERNE AND SHIRLEY	17.7	8,040
8	M*A*S*H	17.2	7,790
9	HOW THE WEST WAS WON#	17.1	7,770
10	JULIE FARR, M.D.#	15.9	7,230
11	60 MINUTES	15.9	7,230
12	CAROL BURNETT SPECIAL(S)	15.6	7,090
13	HAPPY DAYS	15.6	7,090
14	AMAZING SPIDER-MAN#	15.3	6,960
15	BLACK SHEEP SQUADRON	15.3	6,940
16	LUCAN#	15.2	6,890
17	CBS: ON THE AIR-THU.(S)	15.1	6,840
18	INCREDIBLE HULK	15.1	6,830
19	CHER...SPECIAL(S)	14.7	6,670
20	ONE DAY AT A TIME	14.5	6,580

MEN 18-49

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	25.5	4,650
2	50TH ANNUAL ACADEMY AWARD(S)	22.4	4,090
3	CBS: ON THE AIR-THU.(S)	21.8	3,980
4	HAWAII FIVE-O#	21.6	3,940
5	FAMILY UPSIDE DOWN(S)	21.3	3,880
6	CAROL BURNETT SPECIAL(S)	20.9	3,810
7	CBS: ON THE AIR-TUE.(S)	20.5	3,730
8	LIFE-TIMES-GRIZZLY ADAMS	20.5	3,730
9	WALTONS	20.4	3,720
10	LITTLE HOUSE-PRAIRIE	20.2	3,680
11	CBS: ON THE AIR-MON.(S)	20.0	3,650
12	JEFFERSONS#	19.7	3,590
13	RHODA	19.7	3,590
14	HOW THE WEST WAS WON#	19.5	3,560
15	M*A*S*H	19.5	3,560
16	CBS: ON THE AIR-WED.(S)	19.1	3,490
17	MITZI-WHATS HOT, WHATS NOT(S)	19.0	3,460
18	R.BROCKELMAN: PRIVATE EYE	18.9	3,450
19	TED KNIGHT SHOW#	18.9	3,450
20	ONE DAY AT A TIME	18.8	3,430
21	ON OUR OWN	18.8	3,420
22	ALL IN THE FAMILY SPECIAL(S)	18.7	3,400
23	ALL IN THE FAMILY	17.4	3,180
24	CHER...SPECIAL(S)	17.4	3,180

CONT'D

MEN 55+

MCH 331		DIFFERENCES	
RANK	PROGRAM	\$93	82 (988)
CONT'D			
25	ALICE	17.4	3.170
26	CHUCK ON THE VMA-MOR(2)		
27	WHEELER WHEELER		
28	THE NEW YORK TIMES		
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NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME																		1ST APR. 1978 REPORT									
HOUSEHOLD AUDIENCES																		AUDIENCE COMPOSITION									
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
TOTAL PERSONS OF HOUSEHOLD																		TOTAL PERSONS OF HOUSEHOLD									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME												1ST APR. 1978 REPORT																	
WK		START		DUR		NET		TYPE		WK 1 WK 2		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
# DAY		TIME										AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K F Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
EVENING CONT'D																																		
BIG EVENT-CONT'D																																		
		9.00 - 9.30						A	15.8	24	1152	1650	632	182^	736	328	540	500	91^132^	557	245	404	366	78^102^	240	149^	117^	84^						
		9.30 - 10.00						A	14.2	22	1035	1571	648	184^	752	325	559	524	80^114^	507	214^	380	357	36^67^	243	181^	69^	53^						
		10.00 - 10.30						A	14.1	23	1028	1599	677	188^	782	336	552	529	90^144^	510	200^	382	366	35^67^	240	168^	67^	52^						
		10.30 - 11.00						A	13.8	25	1006	1609	720	186^	818	308	530	522	114^193^	510	201^	384	356	45^76^	224^153^	57^	57^							
BLACK SHEEP SQUADRON																																		
	THU.	9.00P	60	NBC	A	2	201	197																										
		9.00 - 9.30						B	19.1	30	1392	2140	712	304	756	300	499	423	73^193	725	342	499	419	88	139	321	107	338	269					
		9.30 - 10.00						A	18.8	30	1371	2197	728	304	766	298	500	431	65^197	720	342	496	419	86^134	340	113	371	285						
		9.30 - 10.00						A	19.3	31	1407	2082	695	301	745	299	495	414	79^192	728	341	499	419	93	145	303	103	306	256					
B NEWHART SHOW																																		
	1 SAT.	8.00P	30	CBS	CS	22	183																											
		8.00 - 8.30						B	16.4	29	1196	1997	882	273	973	344	536	382	151^405	675	234	377	385	84^224	94^	60^	255	155^						
CAPTAIN AND TENNILE(S)																																		
	2 MON.	8.00P	60	ABC	GV	193																												
		8.00 - 8.30						A	19.2	32	1400	2074	836	272	921	423	606	519	118^242	637	218	373	351	95^199	156^	79^	360	238						
		8.30 - 9.00						A	18.8	31	1371	2137	840	267	931	438	615	524	115^241	620	201	374	348	86^184	159^	82^	427	297						
		8.30 - 9.00						A	19.7	32	1436	1997	828	274	905	406	591	505	124^246	643	230	367	349	104^210	152^	76^	297	177						
CAROL BURNETT SPECIAL(S)																																		
	1 WED.	8.00P	120	CBS	CV	192																												
		8.00 - 8.30						A	25.0	39	1823	1948	821	298	921	292	491	446	119^343	664	240	390	368	105^210	178	67^	185	134						
		8.30 - 9.00						A	22.3	36	1626	1904	800	268	900	264	442	434	95^346	595	196	329	312	95^209	171	54^	238	167						
		9.00 - 9.30						A	23.6	37	1720	1958	826	306	934	290	492	447	113^348	619	218	361	345	105^201	186	57^	219	152						
		9.00 - 9.30						A	27.1	42	1976	1983	821	311	920	297	502	442	123	343	714	270	424	399	109^212	177	78^	172	126					

9.30 - 10.00						A 27.1 42 1976	1930 827 299	924 314 519 461 134 332	706 266 424 407 106^212	175 74^	125 96^
CBS EVENING NEWS-CRONKITE 130 201 201						A 13.5 29 984	1629 723 235	775 147 297 314 153 415	640 158 284 276 119 309	79 33^	135 76
M-F 6.30P 30 CBS N 99 99						B 15.2 29 1108					
CBS EVENING NEWS 17 166 173						A 10.4 23 758	1604 692 279	787 175 301 236 163 453	743 217 374 351 141^324	44^ 15^	30^ 16^
SUN. 6.30P 30 CBS N 88 88						B 10.1 19 736					
CBS NEWS SPECIAL(S) 174						A 7.2 12 525	1710 659 65^	659 189^ 252^277^ 76^264^	791 266^ 465 330^ 85^302^	173^ 36^	87^ 39^
2 MON. 10.00P 60 CBS DN 98											
10.00 - 10.30						A 8.5 13 620	1776 676 86^	676 188^ 261^271^ 77^277^	776 269^ 461 304^ 80^297^	181^ 38^	143^ 63^
10.30 - 11.00						A 5.9 10 430	1593 628 31^	628 188^ 235^287^ 70^239^	806 259^ 464^360^ 93^312^	159^ 32^	LT LT
CBS: ON THE AIR-MON.(S) 202						A 24.5 38 1786	1807 829 322	940 354 528 430 107^324	606 242 338 313 108^206	148 49^	113^ 84^
1 MON. 10.00P 60 CBS GV 99											
10.00 - 10.30						A 25.0 38 1823	1833 845 336	955 358 537 436 106^326	612 249 343 308 110^209	149 48^	117^ 86^
10.30 - 11.00						A 24.1 39 1757	1765 813 306	920 350 514 422 102^318	591 233 332 316 106^199	143 48^	111^ 82^
CBS: ON THE AIR-TUE.(S) 202						A 24.1 43 1757	1706 758 299	859 239 454 442 118^318	566 183 302 295 99^213	160 41^	121^ 104^
1 TUE. 10.00P 60 CBS GV 99											
10.00 - 10.30						A 24.9 42 1815	1749 767 297	887 247 465 431 126^339	551 168 289 290 89^206	180 44^	131 106^
10.30 - 11.00						A 23.4 43 1706	1645 744 297	824 230 439 450 109^295	574 194 313 298 109^217	137 37^	110^ 98^
CBS: ON THE AIR-WED.(S) 201						A 22.8 40 1662	1693 774 257	844 287 474 405 117^296	637 256 374 305 96^210	145 45^	67^ 62^
1 WED. 10.00P 60 CBS GV 99											
10.00 - 10.30						A 23.5 39 1713	1705 776 244	844 280 469 399 119^303	644 259 373 316 99^214	142 43^	75^ 63^
10.30 - 11.00						A 22.0 40 1604	1682 772 268	844 294 477 411 114^289	625 250 373 295 96^203	151 48^	62^ 62^
CBS: ON THE AIR-THU.(S) 203						A 25.2 46 1837	1865 838 252	922 248 452 395 173 379	647 229 371 323 115^216	177 86^	119^ 89^
1 THU. 10.00P 60 CBS GV 99											
10.00 - 10.30						A 26.1 46 1903	1842 834 272	913 245 442 387 177 377	626 232 370 315 96^197	182 91^	121^ 93^
10.30 - 11.00						A 24.3 46 1771	1880 837 229	927 248 457 401 172 381	668 226 373 327 133 237	171 81^	114^ 86^

1ST APR. 1978 REPORT

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

1ST APR. 1978 REPORT																													
PROGRAM NAME		WK		T/S SEASON		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		AUG. SHARE %		AUG. (0,000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSEHOLD		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									

8.00 - 8.30		A 15.0 24 1094		1982 677 269		731 307 484 370		81^202		522 165 280 287		91^173		268 161 461 352	
8.30 - 9.00		A 17.2 27 1254		1974 693 261		756 336 517 395		79^193		507 170 290 292		87^160		275 176 436 329	
FAMILY UPSIDE DOWN(S)		206 A 24.7 39 1801		1973 950 430		1022 359 564 533		170 351		633 205 355 363		91^215		184 103^ 134 67^	
2 SUN. 9.00P 113 NBC GD		99													
9.00 - 9.30		A 23.9 36 1742		2049 945 452		1008 348 561 527		174 350		662 246 383 383		96^209		187 99^ 192 102^	
9.30 - 10.00		A 24.6 38 1793		1973 967 444		1034 359 566 533		173 357		619 197 339 353		95^215		188 113^ 132 71^	
10.00 - 10.30		A 25.2 41 1837		1942 951 414		1030 373 575 540		163 346		630 195 352 359		87^218		180 101^ 102^ 38^	
10.30 - 11.00		A 25.3 43 1844		1918 937 411		1016 352 556 525		171 353		623 180 349 351		92^224		174 93^ 105^ 49^	
FANTASY ISLAND		9 184 185													
SAT. 10.00P 60 ABC A		98 98													
10.00 - 10.30		A 18.3 34 1334		1990 686 288		766 378 547 446		77^165		555 259 390 304		82^129		273 136 396 314	
10.30 - 11.00		B 21.4 40 1560													
11.00 - 11.30		A 18.8 35 1371		2015 695 292		775 386 556 447		79^167		552 264 387 302		83^129		269 136 419 328	
11.30 - 12.00		A 17.9 34 1305		1943 670 279		750 365 532 437		80^164		552 253 385 303		80^130		274 135 367 297	
12.00 - 12.30		A 36.3 68 2646		1833 872 354		971 432 672 550		95 238		583 237 371 326		85^154		160 98 119 87^	
12.30 - 1.00		A 41.1 62 2996		1866 884 347		974 429 666 543		99 252		576 205 354 325		91 173		165 98 151 106	
FISH		11 191 187													
THU. 8.30P 30 ABC CS		98 98													
FLINTSTONES LIL-LEAGUE(S)		192 A 17.8 29 1298		2290 629 192		654 290 467 416		60^135^		516 204 342 305		64^119^		246 104^ 874 535	
2 THU. 8.00P 60 NBC EA		98													
8.00 - 8.30		A 16.4 28 1196		2208 624 171^		645 261 435 386		67^157^		528 204 329 284		73^146^		225 95^ 810 492	
8.30 - 9.00		A 19.2 31 1400		2351 632 207		661 313 491 444		55^116^		503 204 350 319		57^ 97^		259 111^ 928 573	

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME												WK 1		WK 2		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG AUD %	AVG SHARE %	AVG (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-34	35-44	55+	TOTAL	18-34	18-49	25-34	35-44	55+	TOTAL	12-17	2-11							
EVENING CONT'D																																			
LATE MOVIE I-CONT'D																																			
12.00 - 12.30														A	5.6	24	408	1486	634	221	720	217	423	371	123^238	607	217	351	300	101^208	79^	30^	60^	35^	
12.30 - 1.00														A	4.6	25	335	1406	571	228	640	183	398	346	113^191	653	281	457	361	85^149^	106^	23^	17^	17^	
1.00 - 1.30														A	3.1	23	226	1049	399^	89v	465^	190v	278^	278^	LT 187v	584^	176v	358^	332^	71v124v	LT	LT	LT	LT	
1.30 - 2.00														A	3.0	33	219	1169	684^	278^	684^	251v	530^	530^	LT 154v	485^	110v	256v	252v	45v123v	LT	LT	LT	LT	
2.00 - 2.30														A	3.0	39	219	909^	461^	LT	461^	260v	260v	306^	LT 155v	448^	110v	242v	274v	LT 64v	LT	LT	LT	LT	
LATE MOVIE II																																			
1 TUE. 1.13A 29 CBS FF 91 92														A	3.5	28	255	1145	553	149^	640	278	412	357	74^165^	439	204^	302	251	47v 82^	50v	35v	LT	LT	
1 WED. 12.40A 59														B	4.7	28	343																		
1 THU. 12.07A 53																																			
2 TUE. 1.14A 66																																			
2 WED. 12.40A 72																																			
2 THU. 12.07A 117																																			
12.00 - 12.30														A	4.6	21	335	1328	537	116^	683	310^	463	350^	66v143^	645	299^	433	357	100^147^	LT	LT	LT	LT	
12.30 - 1.00														A	3.7	23	270	1237	536	148^	621	259	415	382	56^132^	546	197^	338	312	74^130^	19v	LT	51v	25v	
1.00 - 1.30														A	3.5	30	255	1133	587	161^	697	321	463	432	51v167^	393	182^	276	228^	22v 58^	43v	LT	LT	LT	
1.30 - 2.00														A	2.9	36	211	1062	536^	137v	621	333^	394^	333^	61v165^	361^	195^	256^	189^	LT 53v	80v	80v	LT	LT	
2.00 - 2.30														A	2.2	43	160	1413^	745^	75v	745^	263v	363v	381^	168v269v	406^	231v	343v	244v	LT LT	262v262v	LT	LT		
LAVERNE AND SHIRLEY																																			
TUE. 8.30P 30 ABC CS 99 99														A	30.3	47	2209	2098	687	299	763	340	503	403	94 203	543	245	362	315	77 136	266	135	526	360	
														B	32.5	49	2369																		
LIFE-TIMES-GRIZZLY ADAMS																																			
18 204 209														A	18.2	29	1327	1940	781	185	878	197	384	342	163 428	621	174	273	244	128 280	178	96	263	129	
MED. 8.00P 60 NBC A 97 99														B	18.1	29	1319	1937	781	185	890	196	384	335	172 446	633	180	277	238	138 296	172	93	242	120	
8.00 - 8.30														A	17.5	28	1276	1937	778	184	865	200	382	343	153 411	609	173	268	246	122 266	180	95	284	141	
8.30 - 9.00														A	18.9	30	1378																		
LITTLE HOUSE-PRAIRIE																																			
MON. 8.00P 60 NBC GD 97 99														A	21.4	32	1580	1949	809	267	887	304	462	388	125 355	554	164	261	238	111 236	154	102	354	224	
8.00 - 8.30														B	24.0	36	1750																		
8.30 - 9.00														A	20.6	31	1502	1949	812	277	891	290	450	378	125 369	562	166	263	230	113 246	152	100	344	216	
														A	22.1	32	1611	1952	808	256	886	316	472	397	125 343	545	164	260	242	109 227	155	104	366	232	
LOVE BOAT																																			
SAT. 9.00P 60 ABC CS 98 99														A	21.1	37	1538	2079	705	247	792	360	530	418	100 199	574	254	375	289	77^164	231	125	482	357	
9.00 - 9.30														B	22.9	39	1669																		
9.30 - 10.00														A	20.0	36	1458	2086	704	228	784	348	517	418	98 204	586	248	378	304	76^167	228	128	488	356	
														A	22.1	39	1611	2073	703	258	796	369	539	417	104 197	564	259	369	278	77 162	237	125	476	356	
LUCAN																																			
1 MON. 8.00P 60 ABC A 99														A	20.8	31	1516	2306	767	366	849	293	558	531	85^182	698	279	454	445	83^159	238	88^	521	398	
8.00 - 8.30														B	17.8	27	1298																		
8.30 - 9.00														A	19.3	30	1407	2270	743	360	830	288	547	518	84^179	688	265	440	443	77^159^	233	94^	519	399	
														A	22.3	33	1626	2328	782	368	859	294	564	538	89^186	707	288	465	449	84^158	243	84^	519	400	
M*A*S*H																																			
MON. 9.00P 30 CBS CS 99 99														A	26.4	38	1925	2006	804	282	890	341	543	446	108 274	642	275	405	337	100 187	208	79	266	160	
														B	26.3	38	1917																		
MAUDE																																			
2 SAT. 9.30P 30 CBS CS 96														A	9.3	17	678	1864	909	264^	953	274^	470	479	114^416	624	116^	257^	233^	155^335^	54v	34v	233^	149^	
														B	12.1	21	882																		
MIDNIGHT SPECIAL																																			
FRI. 1.00A 90 NBC PC 98 98														A	4.0	30	292	1318	547	178^	585	288^	346^	333^	43v156^	514	277^	466	410	42v 42v	202^140^	17v	17v		
1.00 - 1.30														B	3.6	26	262																		
1.30 - 2.00														A	5.2	30	379	1443	654	224^	688	360	424	417	55v175^	538	281^	509	439	16v 16v	199^122^	18v	18v		
2.00 - 2.30														A	3.8	30	277	1466	592	173^	635	350^	393^	376^	29v151^	553	297^	492	411^	61v 61v	252^159^	26v	26v		
														A	3.1	32	226	876	284^	76v	332^	84v	150^	120v	39v128v	389^	239^	336^	336^	53v 53v	155^155^	LT	LT		

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	55-64	65+	TOTAL	18-34	18-49	25-54	55-64	65+	TOTAL	FEM	TOTAL	6-11								
EVENING CONT'D																																					
MITZI-WHATS HOT, WHATS NOT(S)														196	A	16.9	27	1232	1679	761	188^	835	194	371	346	197	395	591	176^	251	219	123^283	76^	37^	177^	97^	
2 THU. 9.00P 60 CBS GV														99	A	17.6	28	1283	1718	753	194	830	201	366	345	187	392	601	206	275	218	119^277	83^	42^	204	113^	
9.00 - 9.30															A	18.2	27	1181	1630	766	180^	835	185^	374	344	205	396	577	141^	223	222	128^287	69^	31^	149^	78^	
9.30 - 10.00																																					
MOWGLI'S BROTHERS(S)														163	A	12.4	19	904	2252	760	339	826	270	484	433	135^256^	651	223^	405	352	151^189^	296	147^	479	279		
2 TUE. 8.30P 30 CBS EA														94																							
NBA BASKETBALL GAME-FRI(S)														162	A	3.9	16	284	1310	265^	74^	286^	63^	71^113^		69^148^	640^359^	444^377^	31^154^	274^	42^	110^	110^				
1 FRI. 11.30P 135 CBS SE														88																							
11.30 - 12.00															A	5.2	16	379	1475	348^106^		377^	73^	95^131^		96^217^	739	388^	525^369^	LT	190^	250^	29^	109^	109^		
12.00 - 12.30															A	4.2	16	306	1333	308^72^		331^	76^	76^131^		88^176^	712^461^	520^369^	LT	163^	195^	35^	95^	95^			
12.30 - 1.00															A	3.4	16	248	1315	331^57^		355^	93^	93^117^		101^214^	605^384^	441^386^	LT	137^	233^	32^	122^	122^			
1.00 - 1.30															A	3.3	19	241	1012	71^54^		87^	30^	30^57^		LT	LT	427^232^	291^364^	63^	63^	386^	58^	112^	112^		
NBC LATE NIGHT MOVIE														26	A	3.2	15	233	1339	601	137^	640	202^	416^378^		70^138^	528	231^	399^283^	42^129^	171^	81^	LT	LT			
1 SUN. 11.30P 69 NBC FF														70	B	3.9	16	284																			
2 SUN. 11.30P 97																																					
11.30 - 12.00															A	3.6	14	262	1573	715	141^	757	219^	471	473	73^156^	660	217^	500	382^	65^160^	156^	52^	LT	LT		
12.00 - 12.30															A	3.0	15	219	1411	625	187^	680	224^	451^429^		78^141^	526^298^	416^261^	23^110^	205^105^		LT	LT				
12.30 - 1.00															A	2.8	18	204	1039^	408^84^		462^197^	319^122^		69^143^	348^	98^	181^181^	49^167^	229^127^		LT	LT				
NBC MONDAY NIGHT MOVIES														26	A	13.6	21	991	1718	711	292	774	242	523	440	107^199^	755	269	498	430	127^183^	98^	68^	91^	34^		
2 MON. 9.00P 120 NBC FF														99	B	21.6	34	1575																			

9.00 - 9.30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME										I/E THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	Avg Aud %	Share %	Avg Work Aud (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM	PERSONS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
														TOTAL					WOMEN					TEENS (12-17)					CHILDREN (2-11)						
														18-34	18-49	25-54	55-64	65+	18-34	18-49	25-54	55-64	65+	TOTAL	18-34	18-49	25-54	55-64	65+	TOTAL	18-34	18-49	25-54	55-64	65+
NEWS																																			
NBC SATURDAY NIGHT MOVIES 27 193 207 A 18.2 33 1327 1924 685 228 735 209 400 394 152 272 791 281 489 452 106 206 218 72^ 180 136																																			
SAT. 9.00P 120 NBC FF 98 99 B 16.9 30 1232																																			
9.00 - 9.30 A 17.7 31 1290 2060 750 250 797 239 434 416 144 297 791 301 484 434 101 210 264 110 208 142																																			
9.30 - 10.00 A 18.3 32 1334 1976 724 251 774 225 418 405 154 294 799 287 484 454 89^210 228 80^ 175 124																																			
10.00 - 10.30 A 18.7 34 1363 1842 645 207 691 194 380 387 151 247 784 274 491 452 114 202 194 50^ 173 143																																			
10.30 - 11.00 A 18.1 35 1319 1818 621 204 677 182 367 374 155 246 793 264 491 466 123 209 187 53^ 161 136																																			
NCAA BASKETBALL CHAMP.(S) 210 A 19.9 31 1451 1749 466 197 535 210 371 360 77^128^ 817 330 560 514 103^198 202 41^ 195 138^																																			
1 MON. 9.00P 139 NBC SE 99 A 18.9 28 1378 1832 512 250 579 223 388 385 82^143^ 781 324 524 486 95^200 200 39^ 272 185																																			
9.30 - 10.00 A 20.0 29 1458 1798 466 191 529 211 374 367 68^126^ 818 318 557 512 108^207 234 47^ 217 160^																																			
10.00 - 10.30 A 18.8 28 1371 1764 453 190 519 221 383 369 70^104^ 856 360 609 538 100^189 203 32^ 186 132^																																			
10.30 - 11.00 A 20.8 32 1516 1703 439 203 510 213 370 344 80^109^ 838 353 599 535 99^184 170 29^ 185 131^																																			
NEWSBREAK-M-F 135 164 158 A 15.6 24 1137 1953 734 256 820 273 449 396 135 301 581 223 344 297 98 186 178 71 374 230																																			
1 MON. 8.57P 1 CBS N 88 88 B 15.5 24 1130																																			
1 TUTHF 8.58P 1																																			
1 WED. 9.58P 1																																			
2 M-F 8.58P 1																																			
NEWSBREAK-SAT. 27 170 171 A 12.6 23 919 1914 802 239 913 253 425 365 171 421 666 182 326 291 94^300 113^ 50^ 222 143																																			
1 SAT. 8.53P 1 CBS N 92 90 B 14.6 25 1064																																			
2 SAT. 8.58P 1																																			
NEWSBREAK-SUN. 27 170 173 A 17.5 26 1276 1754 725 306 853 275 437 330 146 367 558 175 286 255 103 242 135 53^ 208 140																																			
SUN. 8.58P 1 CBS N 92 94 B 20.6 30 1502																																			
ON OUR OWN 19 182 191 A 17.9 27 1305 1725 724 284 845 250 419 331 152 369 581 162 271 246 111 263 137 66^ 182 129																																			
SUN. 8.30P 30 CBS CS 97 99 B 20.1 29 1465																																			
ONE DAY AT A TIME 8 195 189 A 24.3 35 1771 1870 780 267 858 323 503 412 106 282 619 254 372 320 95 194 184 68 209 117																																			
MON. 9.30P 30 CBS CS 99 98 B 24.6 36 1793																																			
PAT BOONE AND FAMILY(S) 194 A 18.3 33 1334 2126 804 235 859 223 434 408 132^366 600 172^ 310 298 99^236 196 143^ 471 316																																			
2 SAT. 8.00P 60 ABC GV 99 A 17.3 32 1261 2121 799 222 859 232 431 397 134^375 588 166^ 293 280 100^240 206 155^ 468 305																																			
8.00 - 8.30 A 19.3 35 1407 2123 810 247 858 215 437 420 130^357 609 180 327 312 99^231 183 132^ 473 322																																			
8.30 - 9.00 A 6.3 25 459 1484 577 318^ 751 337^ 397^293^ 111^274^ 497^340^ 391^226^ 106^106^ 236^ 98^ LT LT																																			
POLICE STORY-MON 12 169 A 6.3 25 459 1484 577 318^ 751 337^ 397^293^ 111^274^ 497^340^ 391^226^ 106^106^ 236^ 98^ LT LT																																			
1 MON. 11.30P 66 ABC OP 95 B 7.1 28 518 1651 625 378^ 868 408^ 485^329^ 114^295^ 544 348^ 439^268^ 105^105^ 239^103^ LT LT																																			
11.30 - 12.00 A 6.4 22 467 1344 528 293^ 654 261^ 309^250^ 106^278^ 458^336^ 351^187^ 107^107^ 232^ 92^ LT LT																																			
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POLICE STORY-WED 13 175 176 A 6.0 25 437 1513 551 212^ 649 282 460 401 54^143^ 628 316 528 376 25^ 74^ 152^144^ 84^ 65^																																			
1 WED. 11.30P 64 ABC OP 97 97 B 6.7 27 488																																			
2 WED. 11.30P 61 A 6.6 24 481 1701 584 218^ 690 308 495 413 60^158^ 700 335 586 410 39^ 91^ 192^176^ 119^ 78^																																			
11.30 - 12.00 A 5.5 26 401 1339 518 205^ 621 266^ 436 392 52^130^ 545 293^ 461 338 12^ 56^ 120^120^ 53^ 53^																																			
12.00 - 12.30 A 15.2 29 1108 1714 763 250 806 310 516 497 110 220 663 276 445 367 98^173 153 86^ 92^ 66^																																			
POLICE WOMAN 2 195 194 A 15.2 29 1108 1714 763 250 806 310 516 497 110 220 663 276 445 367 98^173 153 86^ 92^ 66^																																			
THU. 10.00P 60 NBC OP 98 99 B 15.2 29 1108																																			
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10.30 - 11.00 A 15.0 29 1094 1718 786 244 824 292 518 521 113 230 653 270 434 363 101^172 168 104^ 73^ 48^																																			
PRESIDENT COMES HOME(S) 167 A 3.9 10 284 1398 371^ 64^ 371^ 58^ 174^250^ 121^121^ 905 257^ 500^528^ 148^247^ 122^ 59^ LT LT																																			
2 MON. 11.30P 30 CBS N 95 B 3.9 10 284																																			

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)												1ST APR. 1978 REPORT															
PROGRAM NAME												AUDIENCE COMPOSITION															
WK DAY START TIME DUR NET TYPE												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK 1 WK 2												TOTAL PERSONS (2+) HOUSE WOM															
WK 1 WK 2												TOTAL 18-34 18-49 25-54 55-64 65+															
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AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
18-34					35-49					50-64					65+	
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME													T/C		STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	TOTAL	M-11			
WEEKDAY DAYTIME CONT'D																																
TO SAY THE LEAST						124	168	168	A	3.0	13	219	1434	759	156A	800	224A	353	270	131A	388	320	68A	128A	92A	40V	173A	95A	45V	219A	164A	
M-F						12.00N	30	NBC	QP	86	86	86	B	3.7	15	270																
TODAY SHOW-7.30AM						129	216	216	A	4.3	28	313	1438	866	233	885	144A	377	381	210	443	447	108A	136A	99A	128A	288	39V	19V	67A	46V	
M-F						7.30A	30	NBC	N	99	99	99	B	4.3	28	313																
TODAY SHOW-8.30AM						130	212	212	A	4.9	30	357	1420	832	173	866	146A	368	367	145A	400	417	58A	129A	155A	103A	248	55A	LT	82A	34V	
M-F						8.30A	30	NBC	N	99	99	99	B	4.7	29	343																
\$20,000 PYRAMID						55	160	159	A	5.0	22	365	1386	652	109A	731	364	510	378	90A	181	255	110A	154A	143A	48A	84A	101A	66A	299	117A	
M-F						12.00N	30	ABC	QG	88	87	87	B	5.8	22	423																
WHEEL OF FORTUNE						127	202	202	A	5.7	28	416	1392	741	69A	796	106A	252	288	173	482	393	138A	179	102A	53A	182	49A	31V	154	104A	
M-F						11.00A	30	NBC	QG	98	98	98	B	5.8	27	423																
YOUNG AND THE RESTLESS						127	194	194	A	7.9	34	576	1299	888	167	931	331	582	482	177	314	171	53A	65A	69A	60A	92A	75A	59A	122	29A	
M-F						12.00N	30	CBS	DD	97	97	97	B	7.9	32	576																
WEEKEND DAYTIME																																
ABC SPORTS MAGAZINE						8	171		A	6.7	19	488	1742	364A	248A	364A	190A	331A	254A	12V	33V	810	488	721	486	26V	52V	290A	187A	278A	174A	
1 SUN.						4.15P	15	ABC	SC	92		92	B	10.3	27	751																
ABC WEEKEND SPECIALS						27	176	174	A	5.1	24	372	1637	330	132A	411	222A	293A	218A	24V	113A	386	209A	278A	213A	88A	88A	256A	135A	584	355	
SAT.						12.00N	30	ABC	FV	94	96	96	B	6.1	23	445																
ABC WIDE WORLD-SPORTS SAT						21	194	185	A	10.3	29	751	1676	507	230	590	225	384	382	62A	127A	681	278	414	404	99A	215	173	79A	232	160	
SAT.						5.00P	90	ABC	SA	99	99	99	B	10.9	27	795																
5.00 - 5.30									A	9.9	30	722	1706	498	231	585	215	386	392	67A	121A	687	259	387	388	131A	238	173	65A	261	182	
5.30 - 6.00									A	10.2	29	744	1586	457	253	552	217	371	366	60A	110A	657	265	392	384	92A	219	157A	69A	220	142A	
6.00 - 6.30									A	10.9	29	795	1731	561	202	631	242	394	391	60A	150	686	302	449	432	76A	189	193	103A	221	159	
ABC WIDE WORLD-SPORTS SUN						13	178	168	A	8.7	25	634	1808	471	238	537	255	428	324	34V	69A	774	405	567	434	78A	149A	319	160A	178A	110A	
1 SUN.						4.30P	90	ABC	SA	97	95	95	B	12.6	31	919																
2 SUN.						3.30P	90																									
3.30 - 4.00									A	6.0	20	437	2146	520A	289A	657	253A	590	457A	37V	67V	754	387A	490A	440A	103V	168A	517A	183A	218A	107V	
4.00 - 4.30									A	6.7	22	488	1711	475A	217A	541	208A	428A	380A	43V	75V	735	342A	477A	371A	91V	195A	312A	89V	123V	65V	
4.30 - 5.00									A	7.9	23	576	1844	465	241	509	210	413	319	28V	74A	806	411	607	442	58A	148A	299	148A	230	138A	
5.00 - 5.30									A	11.6	30	846	1682	480	239A	545	320	422	289	29V	59V	791	441	613	454	86A	136A	259A	160A	87A	60V	
5.30 - 6.00									A	11.8	29	860	1773	449	218A	517	292	388	263A	44V	72A	741	410	567	433	74A	122A	299	196A	216A	154A	
ALL NEW SUPERFRIENDS I						28	185	183	A	4.4	31	321	1486	181A	69V	181A	118A	118A	136A	LT	LT	74V	LT	LT	74V	LT	LT	96A	50V	1135	686	
SAT.						8.00A	30	ABC	CA	97	97	97	B	4.1	33	299																
ALL NEW SUPERFRIENDS II						28	185	185	A	6.6	35	481	1532	198A	67A	198A	160A	160A	153A	LT	LT	73A	35V	47V	61V	LT	LT	106A	57V	1155	690	
SAT.						8.30A	30	ABC	CA	97	97	97	B	6.2	36	452																
AMERICAN BANDSTAND '78						24	160	154	A	4.4	21	321	1636	324A	122A	513	332A	425	245A	LT	88V	307A	162A	211A	144A	96A	96A	435	328A	381	253A	
SAT.						12.30P	60	ABC	PC	85	85	85	B	5.6	21	408																
12.30 - 1.00									A	4.2	20	306	1699	330A	128A	510	376A	451	274A	LT	59V	300A	170A	216A	148A	84V	84V	415	323A	474	310A	
1.00 - 1.30									A	4.5	22	328	1601	322A	121A	523	299A	408	223A	LT	115A	308A	152A	200A	136A	108A	108A	465	342A	305A	204A	
AMERICAN SPORTSMAN						2	162	174	A	7.5	21	547	1832	515	229	559	251	443	401	28V	94A	825	385	621	486	68A	156A	187A	96A	261	181A	
1 SUN.						3.30P	45	ABC	SA	88	97	97	B	7.5	21	547																
2 SUN.						5.00P	60																									
3.30 - 4.00									A	7.2	21	525	1615	449	230A	449	223A	307A	304A	LT	82V	803	389A	632	463	47V	131A	123A	55V	240A	174A	
CONT'D																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME													WK 1		WK 2		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION												
WK	DAY	START TIME	DUR	NET	TYPE	SEASON	STATIONS	COVERAGE	KEY	Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-34	35-44	45-54	55-64	65+	TOTAL	18-34	35-44	45-54	55-64	65+	TOTAL	12-17	2-11	
WEEKEND DAYTIME CONT'D																															
AMERICAN SPORTSMAN-CONT'D																															
5.00 - 5.30																															
5.30 - 6.00																															
ANIMALS, ANIMALS, ANIMALS																															
SUN. 11.30A 30 ABC CL																															
BAGGY PANTS & THE NITWITS																															
SAT. 11.00A 30 NBC CA																															
BATMAN/TARZAN ADV I																															
SAT. 10.30A 30 CBS CA																															
BATMAN/TARZAN ADV II																															
SAT. 11.00A 30 CBS CA																															
BUGS BUNNY/ROAD RUNNER 1																															
SAT. 9.00A 30 CBS CA																															
BUGS BUNNY/ROAD RUNNER 2																															
SAT. 9.30A 30 CBS CA																															
BUGS BUNNY/ROAD RUNNER 3																															
SAT. 10.00A 30 CBS CA																															
CBS SAT. FILM FESTIVAL																															
SAT. 1.30P 30 CBS CL																															
CBS SPORTS SPECTACULAR																															
1 SAT. 4.00P 120 CBS SA																															
4.00 - 4.30																															
4.30 - 5.00																															
5.00 - 5.30																															
5.30 - 6.00																															
CHALLENGE OF THE SEXES																															
1 SUN. 1.00P 45 CBS SE																															
2 SUN. 1.00P 22																															
1.00 - 1.30																															
DINAH SHORE GOLF-SAT.(S)																															
1 SAT. 5.00P 90 NBC SE																															
5.00 - 5.30																															
5.30 - 6.00																															
6.00 - 6.30																															
DINAH SHORE GOLF-SUN.(S)																															
1 SUN. 4.02P 163 NBC SE																															
4.00 - 4.30																															
4.30 - 5.00																															
5.00 - 5.30																															
5.30 - 6.00																															
6.00 - 6.30																															
DYNAMIC DUOS																															
2 SUN. 3.30P 30 NBC SE																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME										WK 1		WK 2		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION													
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													WOMEN														TEENS (12-17)		CHILDREN (2-11)	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	2-11		
WEEKEND DAYTIME CONT'D																														
IN THE NEWS-11.56AM SAT. 11.56A										3 CBS N	28 197 198 97 98	A 5.0 23 365 B 7.9 30 576	1682 412 125^	429 271^	370 242^	LT 45v	185^113^	156^114^	17v 29v	219^123^	649 413									
IN THE NEWS-12.26PM SAT. 12.26P										3 CBS N	28 195 196 98 99	A 5.2 24 379 B 6.8 26 496	1536 286^ 19v	313^166^	268^213^	LT 37v	264^123^	220^175^	13v 20v	145^ 93^	814 417									
IN THE NEWS-12.56PM SAT. 12.56P										3 CBS N	26 191 191 95 96	A 4.8 23 350 B 6.9 26 503	1374 298^ 55v	323^169^	246^180^	LT 77v	166^112^	126^105^	LT 23v	182^ 88^	703 303^									
IN THE NEWS-1.26PM SAT. 1.26P										3 CBS N	23 164 152 87 87	A 3.8 17 277 B 5.3 19 386	1552 394^ 32v	419^163^	250^231^	LT 144^	386^204^	280^225^	35v 54v	105v 42v	642 369^									
IN THE NEWS-1.56PM SAT. 1.56P										3 CBS N	24 157 142 86 86	A 3.4 15 248 B 4.4 16 321	1569 419^ 52v	480^200^	282^223^	LT 190^	347^185^	221^150^	53v 89v	60v 37v	682 428^									
IN THE NEWS-9.26AM SUN. 9.26A										3 CBS N	27 63 65 53 56	A 2.1 13 153 B 1.7 12 124	1614 248^ 98v	327^196v	235^235^	92v 92v	386^111v	203^347^	LT 39v	195v LT	706^ 503^									
IN THE NEWS-9.56AM SUN. 9.56A										3 CBS N	27 59 61 52 55	A 1.9 11 139 B 2.0 12 146	1647 259^ LT	295^259^	295^115v	LT LT	468^129v	265^410^	LT 58v	122v LT	762^ 403^									
INT'L AMATEUR BOXING SUN. 2.30P										60 ABC SE	7 161 168 91 94	A 6.6 22 481 B 9.9 28 722	1867 472 259	472 259	340 281	13v 89^	868 430	641 530	80^136^	247^ 53v	280 138^									
2.30 - 3.00											A 5.8 20 423	1920 475 257^	475 260^	329 259^	19v108^	887 426	628 551	87^144^	228^ 27v	330 186^										
3.00 - 3.30											A 7.5 24 547	1775 455 257	459 252	337 289	LT 74^	836 424	637 506	75^128^	248 70^	232 97^										
ISSUES AND ANSWERS SUN. 12.00N										30 ABC CC	28 164 171 96 97	A 2.7 14 197 B 2.9 12 211	2198 791 207^	913 308^	416^341^	66v497^	690 193^	345^360^	176^273^	132v LT	463^ 331^									
JABBERJAW SUN. 10.30A										30 ABC CA	26 82 92 59 61	A 2.7 15 197 B 2.8 14 204	1817 442^213^	442^158^	371^295^	71v 71v	335^158^	187^187^	LT LT	136v 35v	904 585^									
KROFFT SUPERSHOW '78 I SAT. 11.00A										30 ABC CL	27 188 185 98 96	A 6.3 29 459 B 7.8 30 569	1882 255^ 96^	258^177^	237^171^	21v 21v	292 177^	239^141^	38v 38v	247^ 93^	1085 688									
KROFFT SUPERSHOW '78 II SAT. 11.30A										30 ABC CL	28 188 185 98 96	A 6.4 29 467 B 7.8 30 569	1782 245^116^	264 159^	228^157^	LT 36v	296 159^	225^171^	30v 30v	237^ 70^	985 634									
LAND OF THE LOST SAT. 12.00N										30 NBC CL	9 187 160 93 84	A 4.1 19 299 B 5.2 21 379	1375 212^ 54v	212^ 81v	131^123^	54v 54v	191^ 84v	144^144^	30v 30v	249^113^	723 492									
MASTERS GOLF TOURN.-SAT.(S) 2 SAT. 4.00P										120 CBS SE	193 99	A 6.9 23 503	1692 557 121^	575 159^	291^314^	93v219^	776 189^	328^428^	205^296^	248^ 24v	93v 21v									
4.00 - 4.30											A 5.4 20 394	1797 576^155^	593^161^	298^338^	67v234^	773 217^	410^502^	163^250^	245^ 26v	186^ 70v										
4.30 - 5.00											A 6.5 22 474	1920 596 96v	613 196^	334^357^	100v225^	833 216^	403^514	198^275^	323^ 31v	151^ 34v										
5.00 - 5.30											A 7.6 24 554	1659 603 132^	619 204^	341^337^	117^214^	765 206^	303^388^	226^299^	236^ 24v	39v LT										
5.30 - 6.00											A 7.9 24 576	1486 487 106^	506 89v	211^241^	88v219^	754 134^	237^357^	220^345^	200^ 18v	26v LT										
MASTERS GOLF TOURN.-SUN.(S) 2 SUN. 4.00P										120 CBS SE	196 99	A 9.8 29 714	1640 604 238^	616 177^	316^287^	125^256^	862 333	482 459	182^308^	67v 14v	95^ 37v									
4.00 - 4.30											A 8.5 29 620	1582 538 182^	538 120^	264^247^	101^241^	871 298^	459 480	159^318^	60v 15v	113^ 85v										
4.30 - 5.00											A 10.4 32 758	1656 610 258^	624 180^	341 300^	131^235^	876 323	470 449	195^328	74v 39v	82^ 36v										
5.00 - 5.30											A 10.9 32 795	1755 658 266^	673 230^	355 321	146^269^	899 383	528 475	190^313	61v LT	122^ 28v										
5.30 - 6.00											A 9.4 26 685	1518 592 230^	608 158^	287^264^	120^278^	788 314^	454 428	168^267^	71v LT	51v LT										
MEET THE PRESS SUN. 12.30P										30 NBC CC	26 157 196 85 99	A 3.2 16 233 B 3.3 15 241	2047 746 370^	811 193^	346^262^	115v395^	896 305^	399^326^	223^407^	154^ LT	186^ 139^									

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. MAR. 27, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

(1) "AMERICANS ALL", ABC, (10:34-11:00PM)(SUS.).
(2) FOR REMAINING RATINGS SEE OTHER PAGES

EVE. MON. APR. 3, 1978

TV HOUSEHOLDS USING TV	WK 1	WK 2
(See Def. 1)		
1. Total	100.0	100.0
2. Color	85.0	85.0
3. B/W	15.0	15.0
4. Color & B/W	0.0	0.0
5. No TV	15.0	15.0
6. Color	70.0	70.0
7. B/W	5.0	5.0
8. Color & B/W	25.0	25.0
9. No TV	0.0	0.0
10. Color	0.0	0.0
11. B/W	0.0	0.0
12. Color & B/W	0.0	0.0
13. No TV	0.0	0.0
14. Color	0.0	0.0
15. B/W	0.0	0.0
16. Color & B/W	0.0	0.0
17. No TV	0.0	0.0
18. Color	0.0	0.0
19. B/W	0.0	0.0
20. Color & B/W	0.0	0.0
21. No TV	0.0	0.0
22. Color	0.0	0.0
23. B/W	0.0	0.0
24. Color & B/W	0.0	0.0
25. No TV	0.0	0.0
26. Color	0.0	0.0
27. B/W	0.0	0.0
28. Color & B/W	0.0	0.0
29. No TV	0.0	0.0
30. Color	0.0	0.0
31. B/W	0.0	0.0
32. Color & B/W	0.0	0.0
33. No TV	0.0	0.0
34. Color	0.0	0.0
35. B/W	0.0	0.0
36. Color & B/W	0.0	0.0
37. No TV	0.0	0.0
38. Color	0.0	0.0
39. B/W	0.0	0.0
40. Color & B/W	0.0	0.0
41. No TV	0.0	0.0
42. Color	0.0	0.0
43. B/W	0.0	0.0
44. Color & B/W	0.0	0.0
45. No TV	0.0	0.0
46. Color	0.0	0.0
47. B/W	0.0	0.0
48. Color & B/W	0.0	0.0
49. No TV	0.0	0.0
50. Color	0.0	0.0
51. B/W	0.0	0.0
52. Color & B/W	0.0	0.0
53. No TV	0.0	0.0
54. Color	0.0	0.0
55. B/W	0.0	0.0
56. Color & B/W	0.0	0.0
57. No TV	0.0	0.0
58. Color	0.0	0.0
59. B/W	0.0	0.0
60. Color & B/W	0.0	0.0
61. No TV	0.0	0.0
62. Color	0.0	0.0
63. B/W	0.0	0.0
64. Color & B/W	0.0	0.0
65. No TV	0.0	0.0
66. Color	0.0	0.0
67. B/W	0.0	0.0
68. Color & B/W	0.0	0.0
69. No TV	0.0	0.0
70. Color	0.0	0.0
71. B/W	0.0	0.0
72. Color & B/W	0.0	0.0
73. No TV	0.0	0.0
74. Color	0.0	0.0
75. B/W	0.0	0.0
76. Color & B/W	0.0	0.0
77. No TV	0.0	0.0
78. Color	0.0	0.0
79. B/W	0.0	0.0
80. Color & B/W	0.0	0.0
81. No TV	0.0	0.0
82. Color	0.0	0.0
83. B/W	0.0	0.0
84. Color & B/W	0.0	0.0
85. No TV	0.0	0.0
86. Color	0.0	0.0
87. B/W	0.0	0.0
88. Color & B/W	0.0	0.0
89. No TV	0.0	0.0
90. Color	0.0	0.0
91. B/W	0.0	0.0
92. Color & B/W	0.0	0.0
93. No TV	0.0	0.0
94. Color	0.0	0.0
95. B/W	0.0	0.0
96. Color & B/W	0.0	0.0
97. No TV	0.0	0.0
98. Color	0.0	0.0
99. B/W	0.0	0.0
100. Color & B/W	0.0	0.0

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAR. 29, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					15,020 20.4				18,850 25.9				16,770 23.3				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV					26,680 36.6								20,700 28.4				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV					16,480 22.6				17,860 24.5								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV					15,450 21.2				10,420 14.3				17,810 24.5				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV					20,480 28.1				19,830 27.2								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV					15,160 20.8				21,580 29.6								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV WK 1	WK 2	51.2	53.2	55.4	58.7	61.7	63.9	64.6	64.4	64.0	64.5	64.6	65.0	61.0	59.1	56.7	53.5
(See Def. 1)		49.7	51.8	53.9	57.0	59.3	61.3	62.4	63.2	62.5	62.9	63.4	63.4	59.9	58.2	56.4	52.8

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(K) Repeat, see page 8.

(OP) See Other Programs Section, Page A-30

(1) PROMO FILL, CBS, (10:49-11:00PM)(SUS.).

EVE. WED. APR. 5, 1978

A-8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 30, 1978

TIME	7 00	7 15	7 30	7 45	8 00	8 15	8 30	8 45	9 00	9 15	9 30	9 45	10 00	10 15	10 30	10 45	11 00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U.S. TV Households: 72,900,000

A-9

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. APR. 6, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 31, 1978

NATIONAL TV AUDIENCE ESTIMATES																			EVE. PRG. HOURS									
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00										
W E K 1	TOTAL AUDIENCE (Households (000) & %)						17,500 24.0						17,640 24.2															
	ABC TV						Donny and Marie (R)					ABC Friday Night Movie (EST. MAR. 7, 1978; 10:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)						12,470 17.1	17.1*	17.1*	17.1*	11,880 16.3	15.1*	15.1*	15.1*	17.4*	17.4*	17.4*	17.4*	17.4*									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						30 16.8	31 17.5	31 17.3	29 16.9	28 15.1	26 15.2	26 15.1	26 15.1	33 17.1	33 17.6	33 18.1	33 17.6	33 17.6									
E K 2	TOTAL AUDIENCE (Households (000) & %)						15,450 21.2						16,400 22.5						18,950 26.0									
	CBS TV						Wonder Woman (R)					Incredible Hulk					CBS On The Air (10:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)						11,520 15.8	14.2*	17.3*	17.3*	13,780 18.9	18.4*	18.4*	19.4*	19.4*	19.8	20.0*	19.6*	19.6*									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						28 13.8	25 14.7	25 16.7	29 17.8	32 18.1	32 18.7	32 19.1	33 19.6	33 19.6	35 20.3	35 19.8	35 19.7	35 19.5	35 19.5								
1	TOTAL AUDIENCE (Households (000) & %)						12,320 16.9						11,960 16.4						14,730 20.2									
	NBC TV						Quark					C.P.O. Sharkey (OP)					Richie Brockelman: Private Eye					Quincy, M.E. (R)						
	AVERAGE AUDIENCE (Households (000) & %)						10,210 14.0	14.6	10,640 14.6	16.4	11,960 16.4	16.4*	16.4*	16.8*	11,520 15.8	15.8	15.6*	16.3*	16.3*									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						25 13.8	25 14.6	25 14.6	25 16.4	25 16.4	25 16.4	25 16.4	25 16.8	25 15.8	25 15.8	25 15.6	25 16.3	25 16.3	25 16.3								
W E K 2	TOTAL AUDIENCE (Households (000) & %)						16,400 22.5						14,580 20.0															
	ABC TV						Donny and Marie (R)					ABC Friday Night Movie (THE GREAT HOUDINIS) (9:00-11:00PM)(R)																
	AVERAGE AUDIENCE (Households (000) & %)						12,170 16.7	16.1*	17.2*	17.2*	9,770 13.4	12.7*	12.7*	13.2*	14.4*	14.4*	14.4*	13.4*	13.4*									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						31 15.7	31 16.6	31 17.4	31 17.0	24 12.7	23 12.6	23 12.6	23 13.1	23 13.3	26 14.5	26 14.3	26 13.5	26 13.3	26 13.3								
E K 2	TOTAL AUDIENCE (Households (000) & %)						16,770 23.0						17,710 24.3						12,980 17.8									
	CBS TV						Wonder Woman (R)					Incredible Hulk					Husbands, Wives & Lovers											
	AVERAGE AUDIENCE (Households (000) & %)						12,100 16.6	15.1*	18.1*	18.1*	15,530 21.3	20.8*	20.8*	21.8*	14.2	14.4*	14.4*	13.9*	13.9*									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						31 14.2	29 15.9	33 18.0	33 18.2	37 20.3	37 21.3	37 21.9	38 21.7	27 14.3	26 14.5	26 14.2	27 13.7	27 13.7	27 13.7								
2	TOTAL AUDIENCE (Households (000) & %)						10,640 14.6						10,280 14.1						18,230 25.0									
	NBC TV						Quark					C.P.O. Sharkey (OP)					Richie Brockelman: Private Eye					Quincy, M.E. (R)						
	AVERAGE AUDIENCE (Households (000) & %)						9,260 12.7	12.7	9,330 12.8	12.8	12,470 17.1	16.6*	16.6*	17.7*	14,650 20.1	20.1*	20.1*	20.1*	20.1*									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						24 12.6	24 12.7	23 12.3	23 13.3	30 16.0	30 17.2	30 17.3	31 18.0	38 20.7	37 19.6	37 20.0	39 20.2	39 20.2	39 20.2								
TV HOUSEHOLDS USING TV WK 1		46.7	49.2	50.2	52.9	54.9	56.7	58.3	59.6	58.1	58.5	59.3	58.8	57.7	57.5	56.8	55.3	55.3										
(See Def. 1) WK 2		42.9	46.1	48.1	49.9	51.5	53.3	54.8	56.0	55.5	56.9	57.9	58.0	55.1	53.7	52.2	51.2	51.2										

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. APR. 1, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)					12,980 17.8				18,250 25.3				15,580 21.1				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,700 13.3				14,430 19.8				13,190 18.1				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 12.1	12.3* 23 *		14.3* 26 *	18.8* 34 *		20.7* 37 *		20.8 28.6	14.4* 33 *	14.6* 33 *	17.3* 24 *	14.6* 21.1
E	TOTAL AUDIENCE (Households (000) & %)					13,710 18.8		21,360 29.3										
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,170 16.7		12,170 16.7						16,880 23.0		17.5* 32 *		16.4* 21.1
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					31 16.7	30 16.7	30* 16.3	30* 16.2	35 16.0	34* 16.9	30* 16.7	30* 16.9	30* 17.4	31* 17.6	31* 17.6	31* 17.0	31* 15.8
K	TOTAL AUDIENCE (Households (000) & %)					17,060 23.4				18,660 25.6								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,340 18.3				12,320 16.9				17.2* 30 *		17.3* 31 *		16.2* 21.1
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					34 16.4	17.3* 33 *	19.3* 26.3	19.3* 26.3	16.9* 21.8	16.9* 21.8	17.2* 23.2	17.2* 23.2	17.2* 23.2	17.5 23.5	17.1 23.5	16.8 23.5	15.7 21.1
1	TOTAL AUDIENCE (Households (000) & %)					17,930 24.6				19,250 26.4				16,530 22.4				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,340 18.3				16,260 22.3				13,490 18.5		19.2* 26.3		17.9* 24.6
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					33 16.9	32* 17.8	35* 19.0	35* 19.6	40 20.6	37* 21.8	42* 23.2	42* 23.5	35 19.6	36* 18.8	36* 18.8	35* 18.4	35* 17.4
W	TOTAL AUDIENCE (Households (000) & %)					12,680 17.4		10,790 14.8		10,570 14.5		7,580 10.4		8,820 12.1				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,940 15.0		9,400 12.9		9,190 12.6		6,780 9.3		7,220 9.9		9.8* 13.4		10.0* 13.4
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 14.6	23 15.4	23 12.9	23 12.9	22 12.8	17 12.4	17 9.2	19 9.5	19 9.6	18* 9.9	18* 9.9	20* 9.9	20* 10.3
E	TOTAL AUDIENCE (Households (000) & %)					16,840 23.1				20,270 27.8								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,680 17.4				14,220 19.5				19.3* 26.3		20.1* 27.8		20.0* 27.8
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 15.3	29* 16.4	34* 18.6	34* 19.3	36 18.5	33* 18.4	34* 19.2	34* 19.4	34* 20.2	38* 20.3	38* 20.3	38* 20.2	38* 19.9
K	TOTAL AUDIENCE (Households (000) & %)					16,840 23.1				20,270 27.8								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,680 17.4				14,220 19.5				19.3* 26.3		20.1* 27.8		20.0* 27.8
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 15.3	29* 16.4	34* 18.6	34* 19.3	36 18.5	33* 18.4	34* 19.2	34* 19.4	34* 20.2	38* 20.3	38* 20.3	38* 20.2	38* 19.9
2	TOTAL AUDIENCE (Households (000) & %)					16,840 23.1				20,270 27.8								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,680 17.4				14,220 19.5				19.3* 26.3		20.1* 27.8		20.0* 27.8
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 15.3	29* 16.4	34* 18.6	34* 19.3	36 18.5	33* 18.4	34* 19.2	34* 19.4	34* 20.2	38* 20.3	38* 20.3	38* 20.2	38* 19.9
TV HOUSEHOLDS USING TV WK 1		45.6	46.5	48.2	50.2	52.6	53.8	54.4	55.0	55.1	56.3	56.6	56.8	55.6	55.0	53.6	51.9	
(See Def. 1) WK 2		45.0	47.3	49.7	51.3	53.3	54.7	54.9	56.2	56.4	56.8	55.9	56.0	53.9	52.7	52.0	50.3	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. APR. 2, 1978

TOTAL AUDIENCE (Households (000) & %)																		7:00	8:00	8:15	8:30	8:45	9:00	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
ABC TV																		21,940 10.1													
AVERAGE AUDIENCE (Households (000) & %)																		15,530													
SHARE OF AUDIENCE %																		21.3													
AVG. AUD. BY 1/4 HR. %																		21.7*													
TOTAL AUDIENCE (Households (000) & %)																		19,250 26.4													
CBS TV																		19,320 26.5													
AVERAGE AUDIENCE (Households (000) & %)																		18,080													
SHARE OF AUDIENCE %																		24.8													
AVG. AUD. BY 1/4 HR. %																		22.2													
TOTAL AUDIENCE (Households (000) & %)																		15,670 25.6													
NBC TV																		15,670 25.6													
AVERAGE AUDIENCE (Households (000) & %)																		15,670													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.9*													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
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TOTAL AUDIENCE (Households (000) & %)																		21.5													
NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
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AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
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AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
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TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
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AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
ABC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) & %)																		21.5													
CBS TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
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NBC TV																		21.5													
AVERAGE AUDIENCE (Households (000) & %)																		21.5													
SHARE OF AUDIENCE %																		21.5													
AVG. AUD. BY 1/4 HR. %																		21.5													
TOTAL AUDIENCE (Households (000) &																															

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

MON.-FRI. 11:30 P.M. — 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 27-31, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. APR. 3-7, 1978

7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
7.1	9.0	11.1	12.6	14.6	16.0	16.7	17.3	18.2	19.5	19.3	19.2	18.9	19.4	20.3	20.8	
8.1	10.5	12.3	13.9	14.6	15.7	16.0	16.2	16.9	17.1	17.3	17.0	16.2	16.6	17.0	17.4	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 27-31, 1978

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 72,900,000
A-21

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "ABC NEWSBRIEF", (SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36.

DAY MON.-FRI. APR. 3-7, 1978

A-22

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 27-31, 1978

		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W	TOTAL AUDIENCE (Households (000) & %)	6,490 8.9				4,300 5.9											7,650 12.5	
	ABC TV	General Hospital				Edge of Night												ABC Evening News Reasoner Walters
	AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9	6.5*			3,790 5.2												6,440 10.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 6.5	23 6.6	7.1	7.1*	24 7.2	18 5.2	5.1									19 3.5	9.1
K	TOTAL AUDIENCE (Households (000) & %)			6,420 8.8		4,520 6.2											11,320 15.8	
	CBS TV	Guiding Light		All in The Family		Match Game 78												CBS Evening News with Walter Cronkite
	AVERAGE AUDIENCE (Households (000) & %)			5,390 7.3*	7.4	3,860 5.3												9,910 13.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 7.5	25 7.1	17 5.1	5.4										29 13.3	13.9
1	TOTAL AUDIENCE (Households (000) & %)	8,020 11.0															9,910 13.6	
	NBC TV	Another World (1)																NBC Nightly News
	AVERAGE AUDIENCE (Households (000) & %)	6,340 8.7	8.1*			9.2*											8,680 11.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	31 7.7	29 8.5	9.4	9.1	31 9.1											25 11.6	12.1
W	TOTAL AUDIENCE (Households (000) & %)	4,450 6.1	5.9*			3,280 4.5												ABC Evening News Reasoner Walters
	ABC TV	General Hospital				Edge of Night		Special (OP)										
	AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1	5.9*			3,280 4.5												6,200 8.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 5.9	23 6.0	6.2	6.2*	16 4.6	4.3										18 8.2	
K	TOTAL AUDIENCE (Households (000) & %)			6,630 9.1		4,590 6.3											11,300 15.2	
	CBS TV	Guiding Light		All in The Family		Match Game 78												CBS Evening News with Walter Cronkite
	AVERAGE AUDIENCE (Households (000) & %)			5,610 7.4*	7.7	3,940 5.4												9,700 13.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 7.4	27 7.4	18 5.3	5.5										29 13.3	13.4
2	TOTAL AUDIENCE (Households (000) & %)	7,650 10.5															9,910 13.6	
	NBC TV	Another World (1)				Special (OP)												NBC Nightly News
	AVERAGE AUDIENCE (Households (000) & %)	5,980 8.2	7.7*			8.7*											8,460 11.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 7.4	29 8.0	8.8	31 8.6	24 8.6											24 11.6	11.6
TV HOUSEHOLDS USING TV		WK 1	27.4	28.7	29.6	30.4	29.6	30.7	31.3	33.0	34.6	36.4	38.3	40.4	43.4	45.7	46.4	47.7
(See Def. 1)		WK 2	26.3	27.8	28.7	29.7	29.4	30.4	30.7	32.2	33.9	35.8	36.9	39.3	42.6	44.9	46.2	47.1

A-23

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY MON.-FRI. APR. 3-7, 1978

TV HOUSEHOLDS USING TV	WK 1																	
(See Def. 1)	4.8	6.0	8.2	10.9	14.5	17.1	19.3	21.9	23.0	24.4	24.5	23.9	23.5	23.0	21.9	21.7		
	6.0	6.8	9.3	11.7	13.7	16.3	19.0	20.8	21.7	22.9	22.8	24.0	23.4	23.5	22.4	21.8		

(OP) See Other Programs Section: Page A-36

DAY SAT. APR. 8, 1978

1. *Chlorophyll a* (Chl *a*)

rams Section: Page A-36
DAY SAT. APR. 8, 1978

		TV AUDIENCE ESTIMATES																	SAT. APR. 17, 1970	
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00		
W	TOTAL AUDIENCE (Households (000) & %)	9,330 12.8										14,000 19.2				5,470 7.5				
	ABC TV	Pro Bowlers TourABC Wide World of SportsABC Saturday Evening News																		
	AVERAGE AUDIENCE (Households (000) & %)	5,180 7.1																		
	SHARE OF AUDIENCE %	27																		
	AVG. AUD. BY 1/4 HR. %	6.1																		
K	TOTAL AUDIENCE (Households (000) & %)	7,870 10.8														7,370 9.7				
	CBS TV	CBS Sports SpectacularCBS Saturday News with Bob Schieffer																		
	AVERAGE AUDIENCE (Households (000) & %)	3,350																		
	SHARE OF AUDIENCE %	16																		
	AVG. AUD. BY 1/4 HR. %	4.6																		
1	TOTAL AUDIENCE (Households (000) & %)	4,370 6.0										6,420 8.8				5,180 7.1				
	NBC TV	Greensboro Open (3:30-5:00PM)Dinah Shore Golf (5:00-6:30PM)NBC Nightly News-Sat.																		
	AVERAGE AUDIENCE (Households (000) & %)	2,410 3.3																		
	SHARE OF AUDIENCE %	13																		
	AVG. AUD. BY 1/4 HR. %	3.4																		

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR. 2, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1

ABC TVAVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

4.5	4.5	5.9	7.4	8.5	9.9	11.0	12.5	15.3	16.2	17.5	18.1	18.1	18.2	18.8	19.2
3.4	4.2	4.7	5.7	7.3	8.8	11.0	12.9	15.0	16.4	16.3	16.6	17.5	17.5	16.4	15.9

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY SUN. APR. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR. 2, 1978

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45 3:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,620

3.6

2,110

2.9

2,410

3.3

7,510

10.3

Great Grape Ape

Animals,

Animals, Animals

Issues And Answers

Directions

(SUS.)

International
Amateur Boxing

2,260

3.1

1,680

2.3

1,900

2.6

4,960

6.6

21

5.2

TOTAL AUDIENCE

(Households (000) & %)

CBS TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

1,820

2.5

5,100

7.0

11,080

15.2

Camera Three
(SUS.)

Face the Nation

Challenge of the Sexes

NBA Basketball Game

"VARIOUS TEAMS & TIMES" (TUES-4:00PM)

1,390

1.9

3,720

5.1

5,250

7.2

7.0*

23 *

7.2*

21 *

7.1

10

1.7

2.0

19

4.3

5.0

6.0

6.6

6.7

7.2

7.2

TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,920

4.0

5,830

8.0

Meet the Press

Religious Series

(SUS.)

Greensboro Open

(2:00-4:00PM)

2,190

3.0

3,060

4.2

3.7*

14

13 *

3.6

3.7

4.2

4.1

TOTAL AUDIENCE

(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

2,700

3.7

2,060

2.8

2,410

3.6

4,670

6.4

5.8*

23

21 *

5.4

4.1

Great Grape Ape

Animals,

Animals, Animals

Issues And Answers

Directions

(SUS.)

International

Amateur Boxing

1,820

2.5

1,600

2.2

1,970

2.7

3,060

4.2

10,860

14.9

Camera Three
(SUS.)

Face the Nation

Challenge of the Sexes

(1)

NBA Basketball Game

"VARIOUS TEAMS & TIMES" (1:30-4:00PM)

1,460

2.0

2,700

3.7

4,670

6.4

5.0*

6.7*

6.6*

12

2.0

2.0

17

3.7

22

4.6

5.5

6.6

6.8

24 *

23 *

6.5

6.8

TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

3,350

4.6

Meet the Press

2,480

3.4

19

3.5

3.4

TV HOUSEHOLDS USING TV WK 1

(See Def. 1)

WK 2

18.7

15.5

19.3

16.1

18.8

15.8

20.1

16.1

20.3

16.7

20.3

17.9

21.2

18.8

22.2

19.2

23.8

20.3

25.3

22.6

26.7

24.7

26.8

26.1

29.2

26.8

31.1

27.2

31.9

27.9

32.6

28.6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR. 2, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE

(Households (000) & %)

CBS TVAVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE

(Households (000) & %)

NBC TVAVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

V

TOTAL AUDIENCE

(Households (000) & %)

CBS TVAVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

C

TOTAL AUDIENCE

(Households (000) & %)

NBC TVAVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

B

V HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

7,580 10.4					5,030 6.9	12,810 17.6											
International Amateur Boxing		American Sportsman			(1)		ABC Wide World of Sports										
	8.0*	5,320 7.3	7.2*		4,880 6.7	7,950 10.9	9.3*			11.6*			11.8*				
7.8	24 *	21	21 *	7.3	19	28	26 *			30 *			29 *				
	8.2	7.1			6.7	8.7	9.9	11.4	11.7	11.8	11.7						

International Amateur Boxing

American Sportsman

(1)

ABC Wide World of Sports

NBA Basketball Game

"VARIOUS TEAMS & TIMES" (1:45-4:00PM)

U.S. Grand Prix West

(4:00-6:00PM)

CBS Evening News

Greensboro Open

(2:00-4:00PM)(2)

Dinah Shore Golf

(4:02-6:45PM)

(2)

International Amateur Boxing

ABC Wide World of Sports

American Sportsman

NBA Basketball Game

"VARIOUS TEAMS & TIMES" (1:30-4:00PM) (1)

Masters Golf Tournament

(4:00-6:00PM)

CBS Evening News

Dynamic Duos

Sportsworld

NBC Nightly News-Sun

2,550 3.5					3,790 5.2	4.6*			5,0*		4.7*		6.5*				5,180 7.1
12					15	15 *			15 *		14 *		17 *				16
3.5	3.5				4.4	4.8	5.0	5.1	4.5	5.0	6.4	6.5				7.1	7.2

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(K) Repeat, see page B

(UP) See Other Programs Section, Page A-38

VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "ABC SPORTS MAGAZINE", (6:15-7:30PM).(2) FOR REMAINING RATINGS, SEE OP. PAGES.
(3) "NBC NIGHTLY NEWS-SUN.", (6:45-7:00PM).

DAY SUN. APR. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1						WEEK 2					
		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY													
ABC 10.00-12.55AM 50TH ANNUAL ACADEMY AWARD(S)	11.00							FOR RTGS SEE PAGE A-3					40.8
	11.15									39.6*	69*		38.3
	11.30												35.7
	11.45									34.4*	71*		33.1
	12.00												30.8
	12.15									30.1*	71*		29.4
	12.30												28.4
	12.45									27.8*	77*		27.0
ABC 11.30-12.36AM POLICE STORY-MON	11.30	6,710	9.2	4,590	6.3	25	6.5						
	11.45				6.4*	22*	6.4						
	12.00						6.6						
	12.15				6.3*	28*	6.1						
	12.30						5.9						
CBS 11.30-12.00MD PRESIDENT COMES HOME(S)	11.30							3,570	4.9	2,840	3.9	10	4.2
	11.45												3.6
NBC 9.00-11.19PM NCAA BASKETBALL CHAMP.(S)	11.00	FOR RTGS SEE PAGE A-2					22.9						
	11.15						17.4						
EVENING TUESDAY													
ABC 11.30-12.34AM REDD FOXX(S)	11.30							5,980	8.2	3,500	4.8	21	5.9
	11.45										5.4*	20*	4.9
	12.00												4.6
	12.15										4.4*	22*	4.1
	12.30												3.6
ABC 11.30-12.32AM TUESDAY MOVIE OF THE WEEK	11.30	5,180	7.1	3,430	4.7	19	5.9						
	11.45				5.3*	19*	4.8						
	12.00						4.2						
	12.15				4.1*	18*	4.1						
	12.30						4.0						
EVENING WEDNESDAY													
ABC 11.30-12.34AM POLICE STORY-WED	11.30	6,270	8.6	4,010	5.5	23	7.1	7,140	9.8	4,740	6.5	27	7.3
11.30-12.31AM	11.45				6.3*	23*	5.6				6.9*	25*	6.6
	12.00						5.0						6.2
	12.15				4.9*	23*	4.7				6.1*	29*	6.0
	12.30						4.1						5.3
ABC 12.34- 1.39AM WED. MYSTERY OF THE WEEK	12.30	3,130	4.3	2,190	3.0	23	3.6	3,210	4.4	2,190	3.0	24	3.9
12.31- 1.35AM	12.45				3.4*	22*	3.2				3.5*	24*	3.1
	1.00						3.1						2.8
	1.15				2.9*	25*	2.7				2.7*	24*	2.6
	1.30						2.4						2.6
EVENING THURSDAY													
ABC 11.30-12.00MD PRESIDENT-SOUTH AMERICA(S)	11.30	4,740	6.5	4,080	5.6	19	6.1						
	11.45						5.0						
ABC 12.00- 1.06AM STARKY AND HUTCH-11:30	11.30							6,200	8.5	4,670	6.4	27	6.7
11.30-12.36AM	11.45										6.8*	24*	6.8
CONT'D													
A-37		U.S. TV HOUSEHOLDS: 72,900,000											
		FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.											
		*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
EVENING THURSDAY CONT'D																
	ABC	12.00-	1.06AM STARKY AND HUTCH-11:30-CONT'D	12.00	5,690	7.8	4,300	5.9	30	5.7				6.5		
				12.15				5.8*	25*	5.9			6.3*	31*	6.0	
				12.30						6.0					5.0	
				12.45				6.1*	34*	6.2						
				1.00						5.4						
	ABC	12.36-	1.06AM TOMA	12.30							2,990	4.1	2,620	3.6	24	4.0
				12.45												3.5
				1.00												3.4
EVENING FRIDAY																
	ABC	11.30-	12.36AM BARETTA-11:30PM	11.30	8,020	11.0	5,320	7.3	25	8.1	6,340	8.7	4,590	6.3	22	6.5
		11.30-	12.35AM	11.45				7.9*	24*	7.6				6.6*	21*	6.7
				12.00						7.0						6.2
				12.15				6.9*	26*	6.9				6.1*	23*	6.0
				12.30						6.2						5.9
	CBS	11.30-	1.45AM NBA BASKETBALL GAME-FRI(S)	11.30	6,340	8.7	2,840	3.9	16	5.6						
				11.45				5.2*	16*	4.7						
				12.00						4.4						
				12.15				4.2*	16*	4.1						
				12.30						3.7						
				12.45				3.4*	16*	3.1						
				1.00						3.3						
				1.15				3.3*	19*	3.3						
				1.30						3.2						
	CBS	11.40-	1.01AM CBS SPORTS SPECIAL-BOXING(S)	11.30							4,810	6.6	2,990	4.1	16	4.2
				11.45										4.0*	13*	3.9
				12.00												3.9
				12.15										3.9*	15*	3.9
				12.30												4.3
				12.45										4.4*	20*	4.6
				1.00												4.4
	NBC	1.00-	2.30AM MIDNIGHT SPECIAL	1.00	5,250	7.2	2,480	3.4	24	5.0	6,420	8.8	3,350	4.6	37	6.1
				1.15				4.4*	25*	3.8				6.0*	36*	5.8
				1.30						3.7						4.6
				1.45				3.4*	25*	3.1				4.2*	36*	3.9
				2.00						2.7						3.8
				2.15				2.5*	24*	2.2				3.6*	40*	3.3
EVENING SATURDAY																
	ABC	9.58-	9.59PM ABC NEWSBRIEF-SAT.	9.45	13,710	18.8	13,710	18.8	33	18.8	15,450	21.2	15,450	21.2	38	21.2
	ABC	11.00-	11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	5,540	7.6	5,250	7.2	16	7.2	5,390	7.4	4,960	6.8	16	6.8
	CBS	8.53-	8.54PM NEWSBREAK-SAT.	8.45	10,060	13.8	10,060	13.8	25	13.8	8,240	11.3	8,240	11.3	20	11.3
		8.58-	8.59PM													
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SAT.	8.45	11,300	15.5	11,300	15.5	28	15.5	13,050	17.9	13,050	17.9	32	17.9
	NBC	11.30-	12.54AM SATURDAY NIGHT	11.30							10,570	14.5	6,420	8.8	31	11.0
				11.45										10.8*	32*	10.5
				12.00												9.2
				12.15										8.5*	31*	7.9
CONT'D																

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE DEMOGRAPHICS																
DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SATURDAY CONT'D																
NBC 11.30-12.54AM SATURDAY NIGHT-CONT'D				12.30											6.9	
				12.45									6.7*	30*	6.3	
NBC 11.30-12.59AM WEEKEND(S)				11.30	7,650	10.5	4,230	5.8	21	7.8						
				11.45				7.3*	22*	6.8						
				12.00						5.9						
				12.15				5.4*	20*	4.9						
				12.30						4.8						
				12.45				4.7*	21*	4.5						
EVENING SUNDAY																
ABC 7.58- 7.59PM ABC MINUTE MAGAZINE				7.45							11,370	15.6	11,370	15.6	26	15.6
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN. 8.57- 8.59PM				8.45	14,870	20.4	14,870	20.4	30	20.4	14,800	20.3	14,140	19.4	29	19.4
CBS 8.58- 8.59PM NEWSBREAK-SUN.				8.45	13,710	18.8	13,710	18.8	28	18.8	11,810	16.2	11,810	16.2	25	16.2
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.				8.45	13,340	18.3	13,340	18.3	27	18.3	15,890	21.8	15,890	21.8	33	21.8
NBC 11.30- 1.07AM NBC LATE NIGHT MOVIE				12.45							FOR RTGS SEE PAGE A-17		2.8*	18*	2.8	
				1.00											2.6	

EVENING MONDAY-FRIDAY

ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	12,320	16.9	12,320	16.9	26	16.0	14,070	19.3	14,070	19.3	32	14.6
		9.45						17.6						20.5
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	12,250	16.8	12,250	16.8	26	15.5	10,570	14.5	10,570	14.5	23	14.5
		9.45						22.1						
CBS 12.00- 2.33AM LATE MOVIE I	M-TH	1.45							FOR RTGS SEE PAGE A-17		3.0*	33*		3.1
		2.00												3.1
		2.15									3.0*	39*		2.9
		2.30												2.2
CBS 1.13- 2.13AM LATE MOVIE II	TU-TH	12.00	3,280	4.5	2,550	3.5	24	4.8	3,860	5.3	2,550	3.5	32	5.1
		12.15				4.3*	19*	4.0				4.9*	24*	4.8
		12.30						3.7						4.4
		12.45				3.2*	19*	3.1				4.2*	28*	4.1
		1.00						3.7						3.4
		1.15				3.0*	25*	3.5				3.7*	33*	3.3
		1.30						3.5						3.1
		1.45									2.9*	36*		2.9
		2.00												2.4
		2.15									2.2*	43*		1.8
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	11,230	15.4	11,230	15.4	24	15.6	10,420	14.3	10,420	14.3	22	14.3
		9.00						14.5						
NBC 11.30-12.49AM TONIGHT SHOW	M-F	1.00	FOR RTGS SEE PAGE A-16					3.5						
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH	1.45	FOR RTGS SEE PAGE A-16		1.7*	21*	1.7							
		2.00						1.4						

